

NEA Buys The World Almanac

The Newspaper Enterprise Association, newspaper feature service, has acquired the *World Almanac and Book of Facts*, a popular reference work for nearly 100 years.

The World Almanac was first published in 1868 by the *New York World*. Its present circulation is over one million copies. When the Joseph Pulitzer estate sold the World to the Scripps Howard Newspapers in 1931, the World Almanac passed to the management of the New York World-Telegram.

The World Almanac was not involved in the merger of the *World-Telegram and the Sun* into the World Journal Tribune Inc. NEA purchased the book and its assets for an amount in seven figures and took over the editorial and production staff headed by Luman Long, editor. The seller was 125 Barclay Street Inc., successor by change of name to the World-Telegram.

The World Almanac moved this week from the newspaper building in downtown Manhattan to new quarters at 230 Park Avenue, close by the editorial headquarters of NEA at 7 East 43rd St.

In making the announcement, Boyd Lewis, NEA president and editor, said: "This acquisition links the proud tradition of the World Almanac for completeness and authenticity with the dynamic expansionism of our newspaper service."

Lewis said NEA envisioned the World Almanac as the nucleus of a service publishing venture focused on newspaper reader service. NEA now publishes a variety of such books, including John Troan's "What You've Got Coming from Medicare and Social Security," which sold half a million copies through newspapers and now is in paper back form in book stores.

Other NEA books include the annual "Cut Your Own Taxes," Oswald Jacoby on Bridge, "Thirty Days to Better Grades," "The Word Power Way to Success" and Tom Tiede's "Your Men at War." Soon off the press is "What You've Got Coming in Benefits for U.S. Veterans," by Ray Cromley.

The World Almanac's cover today boasts its "Eighty-first year of issue" but this is based on a mistake made years ago by someone who knew nothing about the first seven issues. The 1968 book will celebrate a